

RBMA

JANUARY-FEBRUARY 2020

# bulletin

RADIOLOGY BUSINESS MANAGEMENT ASSOCIATION ■ VOLUME 55 ■ ISSUE 1

# MARKETING



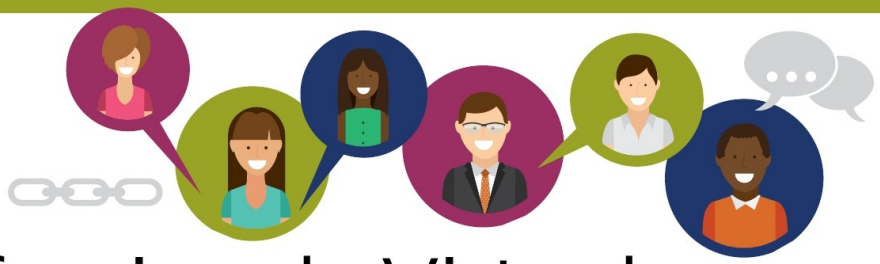
# BUSINESS DEVELOPMENT

**Five Takeaways**  
from Our Productivity  
and Efficiency Survey

# & COMMUNICATIONS

**Radiology  
Practice Denials**





# Young Professionals Virtual Happy Hour: **Ask the Experts**

BY KIM KELLEY, FRBMA

**The RBMA Young Professionals Subcommittee** recently hosted its second Virtual Happy Hour, themed **Ask The Experts**. Three experts from in and outside the world of radiology shared their advice and experience for crafting professional growth, learning better communication strategies, and tips for shaping a strong career path. Here are some highlights.

## **Expert #1 Jennifer Kammer, executive director, Vancouver Radiologists, PC**

Jennifer has worked in radiology for 15 years. Eleven of those years she served as the marketing director for her group. The last four and a half have been invested in her role as the executive director. She modestly downplays her accomplishments, but she was strategic in creating opportunities that allowed her to advance her role.

Through her work as marketing director, she was exposed to several projects that spanned multiple departments, including a clinic relocation, which helped her to gain operational experience and business savvy that would serve her well going forward. She also completed her executive MBA which ensured she would be qualified to serve in her executive director position.

Jennifer said she focused on what she's good at—communication and relationship building. Through those strengths, she was able to communicate clearly and confidently with physicians and stakeholders. She created trusting relationships based on a rapport with the physicians, maintained flexibility in communication methods, and learned to never show up to a meeting unless she knows the answers.

Her advice to the RBMA YP's is to hire an executive coach who can help traverse the unknowns of professional growth, and to tap in to the invaluable RBMA community. She said there is not one question you can ask that someone hasn't experienced.

## **Expert #2 Jerry Hay, executive/physician, Healthcare Team Building and Life Coach**

Jerry has had the pleasure of working with Level one trauma doctors, radiologists, young professionals, and more. He said young professionals haven't had time to learn who they are, so they need tools. He offered three very specific tools during the virtual meeting:

- Myers Briggs personality test
- StrengthsFinder, a book by Tom Rath for career building
- Emotional Intelligence 2.0, a book by Dr. Travis Bradberry and Jean Greaves for building up personal emotional intelligence

Jerry said each of these tools comes with assessments and strategies for helping people uncover how they perceive the world and make decisions, identify their top five talents, and deal with their emotions creatively so that they can better manage, adapt, and stand ahead of the pack.

Jerry stated these highly effective tools help build careers by building confidence. They are a guide for learning to discern another person's motives when they do something questionable, building wisdom by increasing instincts, and learning to trust oneself by knowing yourself deeply and profoundly.

Part of the process for gaining wisdom is learning better decision-making techniques. Reflecting on techniques used by prominent world leaders, Jerry stated if you are on the fence when making a decision, it's best to say no. He said if you say yes when you're still on the fence, you will regret it.

When communicating via email, Jerry said to never send a sensitive email to someone who is on the other side of an opinion. He said they will read between the lines and come up with conclusions that may be harmful.

Jerry's advice to all of us is a formula for becoming whole: IQ + Wisdom + Emotional Intelligence + Physical Health = Solid Person

## **Expert #3 Mike Rabern, head of growth, NinesAI**

During his multi-decade, multi-faceted career in medical imaging, Mike said he has learned a few key points along the way:

- Accept challenges
- Become an expert of the craft

In order to become an expert of the craft, Mike said you need to know the things that you're supposed to know, but also know the things that everybody else knows. Specific to medical imaging, he said even if you will never operate imaging equipment, it's important to understand it from the perspective of those that do. Doing this will help you understand the full compass of what medical imaging means to patients, financial decision-makers, and clinicians. In turn, you will receive an opportunity to learn, exceed, and grow your professional individuality.

Embrace challenge, embrace conflict, and don't be afraid to ask questions, Mike said. Becoming brave means making a difference today and creating opportunities for tomorrow.

Watch RBMA announcements for the next YP Virtual Happy Hour in early 2020.



### **Kim Kelley, FRBMA,**

is the principal and creative director of Ali'i Marketing & Design. She has worked in marketing, advertising, graphic design, and social media for over 20 years. She is a fellow of the RBMA and is the recipient of the Special Recognition Award for her work in rebranding the RBMA. Kim can be reached at (970) 800-3678 or [kim@aliidesign.com](mailto:kim@aliidesign.com).